

Message Text

PAGE 01 SOFIA 01472 171544Z

44

ACTION EUR-08

INFO OCT-01 SS-14 ISO-00 EB-03 SP-02 NSC-05 NSCE-00 INR-05

CIAE-00 OMB-01 PRS-01 SAJ-01 /041 W

----- 094954

R 171000Z JUL 75

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 9911

INFO AMEMBASSY BELGRADE

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY BERLIN

AVSMBASSY MOSCOW 1615

AMEMBASSY PRAGUE

AMEMBASSY WARSAW

USDOC WASHDC

LIMITED OFFICIAL USE SOFIA 1472

LIMDIS

E.O. 11652: NA

TAGS: PFOR, EGEN, ETRUD, BU

SUBJECT: PEPSI-COLA'S KENDALL VISITS BULGARIA

1. FROM THE POLITICAL POINT OF VIEW THE MOST INTERESTING ASPECT OF THE THREE-DAY VISIT OF DONALD M. KENDALL, PRESIDENT OF PEPSI-COLA, WHICH CAME TO AN END TODAY JULY 17, IS THAT IT OCCURRED DUE TO THE INTERCESSION OF AMBASSADOR ANATOLY DOBRYNIN IN WASHINGTON WHOSE HELP THE BULGARIAN AMBASSADOR HAD ENLISTED. WE SEE THIS AS ONE MORE PIECE OF EVIDENCE, AMONG MANY, THAT THE USSR IS TRYING TO FACILITATE AMERICAN BUSINESS WITH BULGARIA. (THE USSR ALSO HAS SPECIAL REASONS, OF COURSE, FOR PROMOTING MR. KENDALL'S FORTUNES IN VIEW OF HIS POSITION ON JOINT COUNCIL AND HIS STRONG OPPOSITION TO JACKSON-VANIK.)

2. KENDALL RECEIVED THE BIG TREATMENT, INCLUDING AN LIMITED OFFICIAL USE LIMITED OFFICIAL USE

PAGE 02 SOFIA 01472 171544Z

INTERVIEW WITH ZHIVKOV LASTING OVER AN HOUR WHICH WAS GIVEN TV COVERAGE AND FRONT PAGE PRESS TREATMENT. DURING THAT INTERVIEW HE WAS ABLE TO DETAIL THE VARIOUS ELEMENTS OF THE AMERICAN POLITICAL SCENE THAT HAD

COOPERATED IN PUTTING CERTAIN PASSAGES INTO THE TRADE BILL, THEREBY (WE HOPE) DEMONSTRATING TO ZHIVKOV THAT SUPPORT FOR JACKSON-VANIK DID NOT COME FROM "ENEMIES OF DETENTE" EXCEPT PERHAPS FOR A SMALL NUMBER WHO MIGHT BE PLACED IN THAT CATEGORY BUT WHO ALONE WOULD HAVE BEEN POWERLESS.

3. ZHIVKOV GAVE KENDALL THE SAME COMPLAINTS ABOUT AMERICAN NEGLECT OF BULGARIA TO WHICH HE HAS TREATED OTHER VISITORS, STRESSING THAT "SOME AMERICAN POLITICIANS" OVERFLY BULGARIA WHILE VISITING NEIGHBORING CAPITALS. HE SAID BULGARIA IS READY TO DEVELOP ITS RELATIONS WITH THE US, AND NOT ONLY IN THE ECONOMIC FIELD. ON THE TRADE BILL, HE EXPRESSED THE USUAL SOLIDARITY WITH THE SOVIET POINT OF VIEW, STRESSING THAT THE CLOSE CONNECTION WITH USSR HAS PAID AND CONTINUES TO PAY BULGARIA HANDSOME ECONOMIC DIVIDENDS. HE HELD OUT THE PROSPECT OF CONSIDERABLE BUSINESS TO KENDALL, WHO ALSO SIGNED ONE OF THOSE "AGREEMENTS OF COOPERATION" WHICH ENTAIL NO SUBSTANTIVE OBLIGATIONS BUT BY WHICH THE BULGARIANS SET SUCH GREAT STORE. THE KENDALL VISIT IS TO BE FOLLOWED UP BY DISCUSSION AMONG EXPERTS.

4. LEADING AMONG HIS BULGARIAN INTERLOCUTORS WAS DEPUTY MINISTER OF TRADE ANDREI LUKANOV WHO SEES POSSIBILITIES FOR PEPSI-COLA IN THREE FIELDS: (A) THE YOGHURT DRINK ABOUT WHICH WE REPORTED AS A TRADE OPPORTUNITY IN SOFIA 1401 OF AUGUST 13, 1974; (B) SALE OF BULGARIAN WINES IN THE US; AND (C) PRODUCTION OF PEPSI-COLA HERE IN BULGARIA. ZHIVKOV ALSO MENTIONED ONE ENTIRELY DIFFERENT AREA OF ACTIVITY WHICH KENDALL FOUND STARTLING, WHICH HE HAS ASKED US NOT TO MENTION FOR THE TIME BEING, AND WHICH MIGHT HAVE COMMERCIAL POSSIBILITIES. INCIDENTALLY, LUKANOV SAID HE HOPED TO RETURN KENDALL'S VISIT IN THE COURSE OF A VISIT TO THE US IN OCTOBER OR NOVEMBER.

LIMITED OFFICIAL USE
LIMITED OFFICIAL USE

PAGE 03 SOFIA 01472 171544Z

5. KENDALL MAY REPORT DIRECTLY TO SECRETARY KISSINGER ABOUT HIS VISIT. HE SEEMS TO HAVE BEEN EXPECIALLY IMPRESSED WITH BUSINESS POSSIBILITIES HERE IN THE FOOD SECTOR, AND MAY HAVE OBSERVATIONS ON HOW OUR RELATIONS WITH BULGARIA CAN BE NORMALIZED.
HERZ

LIMITED OFFICIAL USE

<< END OF DOCUMENT >>

Message Attributes

Automatic Decaptioning: Z
Capture Date: 26 AUG 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, VISITS, FOREIGN POLICY POSITION
Control Number: n/a
Copy: SINGLE
Draft Date: 17 JUL 1975
Decaption Date: 28 MAY 2004
Decaption Note: 25 YEAR REVIEW
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MartinML
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SOFIA01472
Document Source: ADS
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: 11652 NA
Errors: n/a
Film Number: D750247-0494
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t197507103/baaaagjw.tel
Line Count: 105
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: LIMDIS
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: LIMDIS
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: MartinML
Review Comment: n/a
Review Content Flags:
Review Date: 02 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 MAY 2003 by ShawDG>; APPROVED <24 SEP 2003 by MartinML>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: PFOR, EGEN, ETRD, BU, US, UR, (KENDALL, DONALD M)
To: STATE INFO BELGRADE
BUCHAREST
BUDAPEST
BERLIN
AVSMBASSY MOSCOW
PRAGUE

WARSAW

USDOC

Type: TE

Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006